

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**CUSTOMER NO. 22927**

Applicants: Walker *et al.*  
Application No.: 09/540,214  
Filed: March 31, 2000  
Title: METHOD AND APPARATUS FOR CONDUCTING A  
TRANSACTION BASED ON BRAND INDIFFERENCE

Attorney Docket No.: 00-006

Group Art Unit: 3622  
Examiner: Arthur D. Duran

***Reply Under 37 C.F.R. §1.116 – Expedited Procedure  
Technology Center 3600***

**AMENDMENT AND RESPONSE  
to the Final Office Action mailed July 6, 2006**

**Mail Stop AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Final Office Action mailed July 6, 2006, please enter the following amendment and consider the following remarks. As the amendment presented herein places the application in condition for allowance at least because it “merely cancels claims, adopts examiner suggestions, [and/or] removes issues for appeal”, the amendment is respectfully requested to be entered as a matter of right pursuant to 37 C.F.R. §1.116(b) and MPEP §§714.12, 714.13.